

PSM

OCT 25 2004

NOTICE TO THE TRADE – DeCA NOTICE 05-09

SUBJECT: Preparation of Display Presentation and New Item Form, DeCA 40-15,  
October 2004

The purpose of this Notice to the Trade is to publish the revised DeCA Form 40-15, Display Presentation and New Item Form.

The DeCA Form 40-15 has been streamlined to facilitate usage. The revised form incorporates the GTIN item and case number. In addition, the “Speed to Shelf” requirement to annotate the date the product is available at the distributor has been incorporated in field #16. A block has been added in the Power Buy column to allow for total Power Buy cases to be identified. This will eliminate the need for industry to provide the Power Buy quantities under separate cover. The promotions team will take the quantities that have been agreed to by industry and the MBU and incorporate them into the Power Buy spreadsheet.

The uniform procedures outlined in this Notice to the Trade will establish a smooth flow of product from presentation of the item to point-of-sale. We respectfully request that industry focus additional efforts to ensure the accuracy of the DeCA Form 40-15. The end result will be the effective execution of DeCA’s promotional programs that will help produce a more consistent level of promotional activity throughout the Agency and ultimately build sales as well as savings throughout the system.

Any questions referring to the overall implementation of the Display Presentation and New Item Form should be directed to Mary Michael, Promotions Manager, (804) 734-8228 or Tom Muehlbauer, Assistant Promotions Manager, (804) 734-8303.

/s/  
Scott E. Simpson  
Chief Operating Officer

Attachment:  
As stated